

## WEEKLY UPDATE SUMMARY

November 21, 1994

### Shipments

- PM-USA weekly shipments (4.2 billion) - were slightly above last week and above projection.
  - Direct account inventory depletion.
  - Offsetting promotional shipments
  - Week, 13 week and QTD shares above 3RF target (43.3%) for 4th quarter (w)
  - RJR volume returned to near normal levels.

Latest

### Retail and Consumer Trends

- PM-USA and Marlboro share performance shipments, consumer stabilizing, retail declining:
  - Recent declines followed strong summer promotional schedule
- Discount category experiencing recent gains
  - Doral, Private Labels gaining
  - Montclair share growth consistent across shipments and retail
  - Corresponds with expanded <99¢ and recent money-off deal incidence.
- Basic's C-store SOC below benchmark, shipment SOC remains favorable.
  - Basic's price disadvantage vs. Lowest Discount at YTD high (81% of outlets).
  - Bulk of accounts prefers mid-range price levels which have kept price discount from spreading further
- Pack % gap returned to YTD high (47%, + 4% above 1/8/94).
  - Lowest Discount price remains unfavorable to benchmark (-\$0.03).
  - ≤ 99¢ incidence (16%) increased but remained below YTD high

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